

Appl. No. 09/902,144  
Atty. Docket No. 8633  
Amdt. dated April 24, 2006  
Reply to Office Action of November 3, 2004  
Customer No. 27752

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A method of optimizing at least one factor associated with a product in a scenario, wherein said method comprises the steps of:
  - (i) receiving factors data associated with a product selected from the group consisting of categories, financial data, product identification and shelf space set;
  - (ii) selecting one factor for optimization wherein said one factor for optimization is shelf space;
  - (iii) receiving constant value data, wherein a predetermined value for one or more of said factor data is known;
  - (iv) receiving optimizing instruction data operable to determine an optimal value for said one factor selected for optimization;
  - (v) receiving hierarchical data operable to associate one or more of the categories and the product identification into a hierarchy
  - (vi) receiving scenario data operable to receive one or more hypothetical sets of said constant value data
  - (vii) using said optimizing instruction data to optimize said one factor and generate a scenario optimal value for each of said hypothetical sets of said constant value data.
2. (canceled)
3. (previously presented) The method of claim 1, further comprising:  
receiving values for a factor not being optimized.
4. (previously presented) The method of claim 1, further comprising:

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receiving a constrained value of the one factor to be optimized; and  
receiving values for a factor not being optimized.

5. (previously presented) The method of claim 4, further comprising:  
calculating one or more values for the factors not being optimized based on the received constrained value.
6. (previously presented) The method of claim 5, further comprising:  
using historical values for the factors not being optimized to modify the calculation.
7. (original) The method of claim 1, wherein the shelf space sets are received via a graphical user interface.
8. (currently amended) Functional data for optimizing one factor associated with a product, wherein said one factor for optimization is shelf space, and the functional data comprises:  
one or more factor data including categories, financial data, product identification, and shelf space set;  
hierarchical data operable to associate one or more of the categories and the product identification into a hierarchy;  
scenario data operable to receive one or more hypothetical sets of constant value data and use the optimizing instruction data to generate a scenario optimal value for each hypothetical set;  
constant value data wherein a predetermined value for one or more of the factor data is known; and  
optimizing instruction data operable to determine an optimal value for a factor data selected for optimization.
9. (canceled)

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10. (canceled)
11. (previously presented) The data of claim 8, further comprising:  
meta data associated with the scenario data and including a scenario identification, a scenario update date, a scenario create date, an owner identification, a security level, and descriptive data.
12. (original) The data of claim 8 wherein the factor data is imported from an electronic application or data file.
13. (original) The data of claim 8 wherein the factor data is inputted by a user using a graphical user interface.
14. (original) The data of claim 8, further comprising:  
summary category instruction data operable to be used to report historical data associated with the factor data.
15. (original) The data of claim 8, further comprising:  
comparison scenario instruction data operable to be used to report comparisons between one or more hypothetical sets of constant value data by using the optimizing instruction data to generate a scenario optimal value for each hypothetical set.
16. (original) The data of claim 8, wherein the factor data further includes a store identification, a geographical identification, and a manager identification.
17. (currently amended) A system to optimize the use of existing shelf space within a store, comprising:  
a data collection set of executable instructions operable to collect factor data including available shelf space, product identifications, product categories, and financial data associated with the product identifications and the product

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categories;

a constraint set of executable instructions operable to receive predetermined values associated with the factor data;

a scenario set of executable instructions operable to execute the constraint set of executable instructions and the optimizing set of executable instructions one or more times to produce one or more scenarios; and

an optimizing set of executable instructions operable to calculate an optimal value for shelf space at least one of the factor data.

18. (original) The system of claim 17, further comprising:  
an interface set of executable instructions operable to graphically display the factor data to a user.
19. (original) The system of claim 18, wherein the interface set of executable instructions are operable to receive one or more of the predetermined values from the user and provide the received predetermined values to the constraint set of executable instructions.
20. (canceled)
21. (previously presented) The system of claim 17, further comprising:  
a reporting set of executable instructions operable to collect historical factor data and render the historical factor data in print, voice, or electronic media.
22. (previously presented) The system of claim 21, further comprising:  
a meta data collection set of executable instructions operable to collect information regarding the versioning, updating, creating, or security of the scenarios.
23. (original) The system of claim 17, wherein the data collection set of executable instructions collects at least a portion of the factor data dynamically as a sale

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occurs within a store.

24. (original) The system of claim 23, wherein the dynamically collected factor data is used to adjust the optimizing set of executable instructions to provide an improved optimal value.